



FRANZISKA BRANDT-BIESLER
COACHING & SALES TRAINING



SELLING IS **EASY**: TWO
PEOPLE FIND OUT IF
THEY CAN DO
MEANINGFUL BUSINESS
TOGETHER.
PERIOD!

TRAINERPROFIL



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SELLING HUMAN TO HUMAN

For the last 20 years I have been involved in sales as a trainer. And even longer, if you include my time in the sales department.

My understanding of sales has evolved over more than two decades. Today, it is more important to me than ever: **selling takes place between humans**. Digitalization makes us forget this fact sometimes. In a time where many products are no longer sold personally, the contact between customer and supplier has become all the more important.

A good salesperson is not someone that tries to sell as quickly as possible. They are consultants, solution finders and sometimes also a haven of peace in a stressful workday. Of course, the goal is to generate turnover for your company. But only if it brings long-term benefit for the client. This is the only way to build sustainable business partnerships. And in the end, these are the foundation of every company's lasting success.

Technical sales present special opportunities in this respect. The decision-making process is often lengthy. The customer is more dependent on the honest and fair advice of the supplier than in other areas. In many cases, sales is followed by a collaboratively implemented project. This way, trust is built that is the foundation for a long-standing customer-supplier relationship.

The beginning of this relationship is built in sales. For this phase I support you and your sales team, so that trust is built and your customers understand that they are exactly in the right hands.

My sales philosophy fits into one sentence:

SELLING IS **EASY**:
TWO PEOPLE FIND
OUT IF THEY CAN
DO **MEANINGFUL
BUSINESS**
TOGETHER.
PERIOD!

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BACKGROUND AND EDUCATION

2000 - today	Sales- and Negotiation-Trainer, Coach
2015 - 2017	Practitioner in Logosynthesis - Resolve blockages fast and effective
2017	Book: „Verkaufen und überzeugen mit Fragen“
2015	Book: „So wird verkauft! Werteorientiertes Verkaufen mit den 9 Levels“
2014	Lizensiert für 9 Levels of Value Systems - Werte gezielt entwickeln
2013	Book: „Smart Selling B2B - Köpfchen statt Hardcore“
2012- today	Lecturer - Lucerne University of Applied Sciences and Arts
2011	Licensed to work with seminar actors - the seminar turbo
2005-2010	Chief Editor „Der Verkaufsprofi“ GWI Verlag
2009	Mesuring success in training (BDVT)
2008	S.C.I.L.-Master - Improving how people present themselves
2008	MSA Consultant - Understanding what motivates people
2007	Innergame Trainer and Coach - learning easily and brain-friendly
2004	DISC-Authorization - Understanding how people behave
2001	Psychodrama for trainers (dta)
1999 - 2000	Performance consultant (dta)
1995 - 2000	Sales: TNT Express, Rhenus Logistics
1984 - 1995	Graduation gentlemen's taylor, costume assistant, Sachensucher
1966	born in Berlin

Franziska Brandt-Biesler

has been a sales and negotiation trainer and coach based on own sales experience since 2000. She has specialized in technical sales.

In her seminars she works with specialists such as engineers, scientists and technicians who are also selling to specialists.

Her seminars are consequently not about standard sales tools, but about sales-oriented consulting in a complex environment. Nevertheless, she is of the opinion:

Professional competence informs, knowledge of human nature convinces. Always!

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SEMINARS FOR TECHNICAL SALES

SEMINAR PROCESSES

Seminars are not about input, but about output. In the end, new ideas, methods and tips must be put into practice in order to improve and to convince customers more successfully. It is not realistic to achieve this with one-off seminars.

I therefore create multi-level seminar processes with and for my clients. Seminars, online impulses or coaching - we combine whatever serves the purpose of implementing the crucial topics into an effective training process.

The topics of the seminars focus on what is important in contact with customers: sales, negotiations, difficult conversations, presentations and much more.

PRACTICAL WORKSHOPS

If your sales department needs change or has to deal with a special situation, a workshop provides good support. With my assistance you will develop solutions for current topics, difficult situations or special challenges. At the end there is always a precise, binding catalogue of actions, in order to implement, what has been developed.

SEMINAR ACTORS

No matter whether your team has a lot or little sales and seminar experience. A seminar with a seminar actor is always a highly sustainable learning opportunity. The seminar actor does not only represent customers realistically. Above all, they provide your employees with an impressive mirror. Seminars with seminar actors are my most effective training method.

Seminars with practice guarantee:

I don't offer seminars from the shelf. I am absolutely convinced that every company and every team is too unique and deserves something individual.

**That's why we always develop
your seminar concept together,
tailored to your team.**

In the seminars we work exclusively on your sales situations, your customers, your products and your special challenges.

I guarantee practical relevance!

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FRANZISKA BRANDT-BIESLER
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REFERENZEN

"The 4-part seminar series for our KAM team once again brings a breath of fresh air to our sales front. Above all thanks to the practice-oriented training of Franziska Brandt-Biesler. We are going into a new sales era with verve and energy. One of my employees summed it up. He said: "What do you teach a key account manager that thinks he already knows everything? The opposite!"

Tobias Stöckli, Manager of Key Account Management Bison IT Services

"It was crucial to me that there is a certain degree of sustainability, which can also be felt in day-to-day work. Each participant has taken something very special with them for their own work, something they can work on. This way, the potentials that were already there are now utilized."

Jürgen Martiens, Verkaufsleiter Bomag GmbH, Boppard

"Every time you attend a seminar, you ask yourself the question: Was it worth it? The answer must not be given immediately, but after the first euphoria has vanished and we have returned to the old rut. Half a year later I can still say: YES! Yes, because with every conversation, with every negotiation, the learned tools are immediately available in the memory and show direct effect in practice!"

Andreas Eisenreich, Geschäftsführer, Chemotechnik Abstatt GmbH, Abstatt

"As a "one-man show" in an ICT consulting company with a focus on cold calls, I miss the exchange of tips and experiences with other salespeople. In Mrs. Brandt-Biesler's personal training, I was able to pick up exactly this experience. Additionally, points such as the sales process and the sales documents were analyzed and optimized. I particularly liked the fact that Mrs Brandt-Biesler and her methods gave my daily sales routine new impetus. Today I communicate more cleverly with the customers."

Daniel Hildinger, Account Manager, at rete ag

"Where to start when a sales team has always focused on support instead of sales? During 2x2 days Mrs. Brandt-Biesler managed to convey to the team using simple, practice-oriented tools: None of this is difficult! The first successes are already taking place and even for "old salesmen" the AHA effect emerges. Thank you for helping me to get my new team on the right track."

T. Kehoe National Sales Manager - Lima GMBH, Hamburg

Referenzen (Auszug):

Bomag GmbH
Compaction Technology | Boppard

HSLU für Architektur + Technik
University | Horw

Bison IT Services AG
IT Services | Sursee

Vaillant GmbH
Heating Technology | Dietikon

CWS-boco Suisse SA
Washroom Hygiene | Glattbrugg

Murtecht Kunststoffe
Machine Components | Dortmund

Spilker GmbH
Mechanical Engineering | Leopoldshöhe

ControlTech Engineering AG
Process Engineering | Liestal

Qundis GmbH
Measuring Instruments | Erfurt

Lima Deutschland GmbH
Endoprothesen | Hamburg

Scherler AG
Engineering Consulting | Luzern

Made in Office GmbH
IT Services | Köln

Stöcklin Logistik AG
Material Handling Equipment | Aesch

Media Broadcast GmbH
Telecommunication | Köln

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PUBLIKATIONEN



Smart Selling B2B - Köpfchen statt Hardcore

Kochrezept-Methoden funktionieren bei Profis leider selten, dabei scheinen sie das Leben doch so viel leichter zu machen.

»Es geht auch ohne!«, sagt die Verkaufstrainerin Franziska Brandt-Biesler, »B2B-Verkauf ist einfach, wenn Sie sich nicht auf Kochrezept-Methoden verlassen.« In diesem Buch beschreibt sie, wie Verkäufer mit Köpfchen statt Hardcore tragfähige Beziehungen zu Kunden aufbauen und sinnvolle Geschäfte abschliessen können.

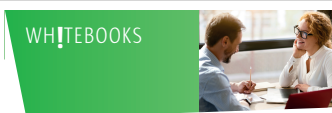
Taschenbuch: 176 Seiten | ISBN-13:
978-3907100929 19,90 € | [Jetzt bei Amazon bestellen](#)



So wird verkauft! Werteorientiertes Verkaufen mit den 9 Levels

Wir haben in den letzten 50 Jahren im Verkauf einen starken Wertewandel erlebt. Früher spielten die persönlichen Beziehungen eine große Rolle, in den Siebzigerjahren entwickelte sich das Hard-selling und seit dem Durchbruch des Internets haben sich Kaufvorgänge anonymisiert. Verstehen Sie besser, wo Sie, Ihr Team, Ihre Organisation und Ihr Markt heute stehen und welche nächsten Schritte in der Entwicklung möglich und vielleicht notwendig sind.

Gebundene Ausg.: 224 Seiten | ISBN-13:
978-3869366654 29,90 € | [Jetzt bei Amazon bestellen](#)



Franziska Brandt-Biesler

Verkaufen und überzeugen mit Fragen

Die besten Fragen für erfolgreiche Verkaufsgespräche

GABAL

Verkaufen und überzeugen mit Fragen

Die richtigen Fragen zu stellen ist das A und O eines jeden erfolgreichen Verkaufsgesprächs. Eigentlich weiß das jeder Verkäufer. Und trotzdem versuchen immer noch viele, vor allem durch ihr eigenes Wissen und lange Fach-Monologe beim Kunden zu punkten. Wer allerdings nicht zuhört, sondern nur selbst redet, erfährt nicht, was den Kunden eigentlich bewegt. Mit 400 Verkaufsfragen ist dieses Buch Ratgeber und praktische Checkliste zugleich.

Gebundene Ausg.: 152 Seiten | ISBN-13:
978-3869368047 19,90 € | [Jetzt bei Amazon bestellen](#)



Über die Autorin:

Franziska Brandt-Biesler ist seit 2000 Verkaufs- und Verhandlungstrainerin mit eigenem Vertriebsbackground. Sie hat sich auf den technischen Vertrieb spezialisiert.

2005 bis 2010 war sie zusätzlich Chefredakteurin des Verkaufsmagazins „Der Verkaufsprofi“, das im GWV-Verlag erschien.

Seit 2012 ist Franziska Brandt-Biesler Lehrbeauftragte der Hochschule Luzern für Technik und Architektur.

Die gebürtige Berlinerin lebt mit Ihrem Mann in der Schweiz.

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How experts succeed in sales

KMU-Magazin, Schweiz - 1/2 February 2019

Engineers and other specialists are competent, know their terrain well and are usually strong in consulting customers. Often, however, they lack the necessary sales spirit. After all, acquiring new clients and concluding contracts are not part of their core competencies. The following article shows the five key factors for success in sales.

> **Franziska Brandt-Biesler**

More engineers and other specialists than ever before work in sales today. As simple products are usually sold via online shops, consulting and competence-oriented sales play an increasingly important role. In addition, competitive pressure in specialist sales has increased to such an extent that more and more sales power is required.

GUIDELINES IN SALES

However, the experts often find their role difficult and perform it poorly. Here are five factors that engineers and technical experts have to master in order to be successful in sales.

Selling is an honorable task

The biggest obstacle on the way to success in specialist sales are prejudices about sellers. Many people automatically associate this job description with the dishonest, manipulative doorstep-seller who does everything in his power to get a deal. Very few people have ever experienced this kind of salesman themselves. And yet this idea persists. It keeps many experts from doing their job properly, i.e. working actively on customer acquisition.

In technical B2B sales, however, the role of the salesperson is defined quite differently than the "old histories of sales reps" suggest. Both expertise and sales intelligence are required. Customers understand that they need competent partners in order to make the right buying decisions. Why else should they take time to talk to suppliers. The reality is: Not only do salespeople need customers, but customers also depend on good salespeople.

Consulting is different from selling

This also means that it is perfectly okay to draw the attention of companies to your range of products. Knowing professional suppliers of important products is important for companies' decision-makers. Marketing and sales are probate, legitimate and necessary to inform potential customers. As long as they can provide customers with expert advice, the specialists are in their comfort zone. Many engineers are therefore eager to discuss technical solutions in detail with customers. This is perfectly in order. After all it is part of the job. However, mere consulting does not automatically mean that something will be sold. And mostly there is no consulting fee for this service.

What the experts need to learn is a goal-oriented approach that leads to a deal as soon as possible. The goal of every sales contact is to get closer to a sale. Specialists in sales often are afraid to go too far, to build up too much

Fachvertrieb

Wie Fachexperten auch im Verkauf Erfolg haben

Ingenieure und andere Fachleute sind kompetent, kennen ihr Terrain genau und sind meist stark in der Kundenberatung. Oftmals fehlt es ihnen jedoch am vertrieblichen Biss, Neukundengewinnung und Abschlüsse gehören eben nicht zu ihren Kernkompetenzen. Der Beitrag zeigt die fünf wesentlichen Stellschrauben, um auch im Vertrieb erfolgreich zu sein.

> Franziska Brandt-Biesler

Im Vertrieb arbeiten heute mehr Ingenieure und andere Fachleute als je zuvor. Denn da einfache Produkte in der Regel über Online-Shops vertrieben werden, spielt der beratungs- und kompetenzorientierte Verkauf eine immer grössere Rolle. Zudem hat im Fachvertrieb der Wettbewerbsdruck so zugenommen, dass immer mehr Vertriebspower aufgebaut werden muss.

Leitlinien im Verkauf

Doch den Experten fällt ihre Rolle häufig schwer und sie erfüllen sie nur unzureichend. Hier folgen fünf Dinge, die Ingenieure und Fachexperten lernen müssen, um im Vertrieb erfolgreich zu sein.

Verkaufen ist eine ehrenwerte Aufgabe

Das grösste Hemmnis auf dem Weg zum Erfolg im Fachvertrieb sind Vorurteile über Verkäufer. Mit dieser Berufsbeziehung verbinden viele automatisch den unethischen, manipulativen Hausiererverkäufer, der alles tun, um einen Abschluss zu bekommen, ganz nach dem «AlIa-Prinzip»: Anhausen, Umhauen, Abhauen. Die wenigsten, die sich hinter diesen Vor-

urteilen verstecken, haben allerdings je-mals selbst einen solchen Händlersteller erlebt. Und dennoch hält sich diese

! kurz & bündig

Im Fachvertrieb hat der Wettbewerbsdruck so zugenommen, dass immer mehr Vertriebspower aufgebaut werden muss. Daher arbeiten zunehmend auch Fachleute im Vertrieb, die ursprünglich nicht aus dem Verkauf kommen.

Das grösste Hemmnis auf dem Weg zum Erfolg im Fachvertrieb sind Vorurteile über Verkäufer. Mit der richtigen Unterstützung, einem neuen Mindset und einem gut gefüllten Verkaufs-Werkzeugkasten können die meisten Fachexperten gute und erfolgreiche Verkäufer werden.

Die Fachvertriebler müssen lernen, den Kunden, seine Vorstellungen und seine zu lösenden Probleme in den Mittelpunkt zu stellen.

Vorstellung harrnäckig. Und sie hält viele Experten davon ab, ihren Job richtig zu machen, also aktiv an der Kundengewinnung zu arbeiten.

Im fachlichen B2B-Vertrieb ist die Rolle des Vertrieblers jedoch ganz anders definiert, als die «alten Vertreter-Geschichten» suggerieren. Hier sind sowohl Expertise als auch Verkaufstalent gefragt. Kunden sind sich bewusst, dass sie kompetente Ansprechpartner brauchen, um vernünftige Kaufentscheidungen treffen zu können. Warum sonst sollten sie sich die Zeit nehmen, Gespräche mit Anbietern zu führen. Die Realität ist: Nicht nur Verkäufer brauchen Kunden, sondern Kunden sind ebenfalls auf gute Verkäufer angewiesen.

Berater ist nicht gleich Verkaufen

Das bedeutet auch, dass es durchaus in Ordnung ist, Firmen auf das eigene Angebot aufmerksam zu machen. Professionelle Lieferanten relevanter Produkte zu kennen, ist für Entscheider in Unternehmen wichtig. Marketing und aktiver Vertrieb sind probate, legitime und notwendige Mittel, um potenzielle Kunden zu informieren.

ABSTRACT:

- In specialist sales, competitive pressure increased to such an extent that more and more sales power needs to be built up. For this reason, an increasing number of experts are now active in sales.
- The biggest obstacle on the way to success in specialist sales are prejudices about salespeople.
- With the right support, a new mindset and a well-filled sales toolbox, most technical experts can grow into good and successful salespeople.
- The specialized salesmen must learn to put the client, their ideas and problems in the center of attention.

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pressure and to scare away clients. This is why it is important to set and pursue sales goals on the one hand and to recognize a clear "no" from the customer on the other. Only those who ask, for example: "What else do you need to make a decision?" have a chance of getting a positive answer. Sales people who don't even ask go home without having achieved anything.

Sellers who have not only one ambitious goal, but also a Plan B when they visit the client are the most successful. With this strategy they are goal-oriented, but can also accept a "no" or "not yet" from the customer, deal with it and still achieve something. Experience has shown that even critical experts can identify well with this approach.

The customer, not the product, takes centre stage

Experts inevitably know a lot about their product. So the simplest way seems to explain product specifics and advantages to the customer and hope that they "get it" at some point. This is the strategy that untrained salespeople usually use. However, this approach is at best working by coincidence. As a rule, customers switch off mentally when they are overwhelmed with too much information.

Specialist sellers must learn to focus on the customer, their ideas and the problems they have to solve. Skillful questioning is therefore the most important tool in sales conversations. Instead of explaining to the customer what their advantages are, they are invited to discover them for themselves.

Questioning problems brings the customer into the right direction. When the customer actively thinks about the significance and consequences of existing problems, they are more open to discussing solutions afterwards. If the seller now offers these solutions, the customer can apply them more easily to his individual situation. A substantial step towards sales is done.

Consiseness works better than accuracy

In order to be successful in a technical field like engineering, it is necessary to be analytical and accurate. It's part of the job. In sales, however, this desire of precision can sometimes be a handicap. While detailed explanations may be correct, they are rarely attractive to potential clients. It is more important to tell vivid examples and create pictures in the other person's mind in order to convince them.

Some engineers also tend to mention many negative points for the sake of completeness. However, when it comes to sales, the following rule is useful: "All you say must be true. But you don't have to say it all.". In practice, this means pointing out relevant disadvantages to the customer, but keeping rare or irrelevant problems to yourself.

It is also part of conciseness to keep arguments to a minimum and only talk about those that are of real interest to the customer. In order to find out which these are, good questioning technique is important again. And even if there were numerous other advantages: Three clearly presented highlights are far more convincing than a huge list of more or less relevant aspects.

Non-technicians also make decisions

It gets particularly difficult when the interlocutors are not from the technical department. If they are, for example, in the purchasing department or the commercial management, experts often label them as less competent. The reasoning: "They don't understand my technical arguments."

However, the competence of these decision-makers or influencers lies on a different level, which needs to be understood. The salesperson's task is to work out the customer-specific advantages even in such a constellation. In the commercial understanding these are often in short or long-term savings or a traceable return on investment. Technical experts have to expand their horizons and their knowledge in order to convince even "non-experts".

Buyers, for example, often have the task of reducing costs and optimizing procurement processes. With the necessary understanding, the supplier can support this and thus attract the interest of the buyer.

BOTTOM LINE

While the initial situation is often difficult when engineers and other specialists start working in sales, they also have excellent potential to become very successful in this area. With the right support, a new mindset and a well-stocked sales toolbox, most technical experts can become good and successful salespeople. They already contribute intelligence and goal orientation, so the rest can be learned. But it rarely works without professional support. With customized training, however, the development from pure technical expert to specialist salesperson is effortless. «